

Exam. Code : 103205

Subject Code : 1250

B.A./B.Sc. 5th Semester

JOURNALISM & MASS COMMUNICATION

(Advertising)

Time Allowed—Three Hours] [Maximum Marks—80

PART—A

Note :— Attempt ALL.

1. Publicity
2. Adverto
3. Copy
4. Appeal
5. AIDA
6. Transit Advertising
7. Creative Department
8. Slogan
9. Client
10. Campaign

2×10=20

PART—B

Note :— Attempt any EIGHT questions. All questions carry equal marks.

1. Copy writing is essential in advertising.
2. Discuss TV as an effective tool of advertising.

3. Discuss importance of appeal in advertising.
4. Discuss various strengths and weaknesses of radio as a medium of advertising.
5. What is the importance of advertising for society ?
6. Discuss attributes of an effective advertisement copy.
7. Differentiate between advertising and propaganda.
8. Discuss importance of layout and design in advertising.
9. Who do you understand by Publicity ?
10. Discuss Advertising code briefly. 5×8=40

PART—C

Note :— Attempt any TWO questions.

1. Discuss in detail various types of advertising.
2. Discuss various pros and cons of advertising.
3. What do you understand by appeal and discuss various types of appeals.
4. Discuss various modes of advertising. 2×10=20